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41,733  
Reg. No.

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Applicant : David Ciano  
Appln. No. : 10/626,148  
Filed : July 24, 2003  
Title : REWARD SYSTEM  
Docket No. : 058420-005

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 C.F.R. §1.56, the Examiner's attention is directed to the references listed on the attached Information Disclosure Citation. Copies of all non-patent literature references are provided herewith.

It is to be understood that the present submission of art is in no way intended to be a waiver of any arguments or defenses available to the applicant under the rules of the U.S. Patent and Trademark Office and the statutes of the United States.

No fee is required. The Commissioner is authorized to charge any additional fees required by this paper or to credit any overpayment to Deposit Account No. 20-0809.

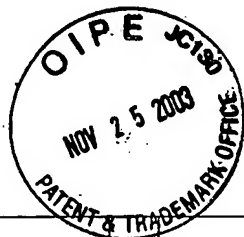
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## INFORMATION DISCLOSURE CITATION



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Group:

## U.S. PATENT DOCUMENTS

Examiner	Document No.	Date	Name	Class	Sub	
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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	R.E. Bucklin et al., "Commercial Use of UPC Scanner Data: Industry and Academic Perspectives," University of Florida, <u>Marketing Science</u> , Vol. 18, No. 3, (1999)
	J.M. McCann, "Baseline Modeling of Scanner Data," Fuqua School of Business Duke University (3/1995)
	D. Khazanchi et al., "Scanners: How one strategic technology has revolutionised the retailing business," (date unknown). Applicants admit the status of this publication as prior art for the limited purpose of examination of this application and reserve the right to challenge the status of this publication as prior art.
Examiner:	
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Examiner		Document No.	Date	Country	Class	Sub	Y	N

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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